LEO BURNETT COMPANY · INC.
OFFICE MEMO
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Privileged

January 11, 1991

TO: Jay Lin - 19

CC: Dave Wilbert - 19
Lisa Walsh - 34

FROM: Kathy Ring - 34

Re: Promotion/UPC Redemption

Per our previous discussions, a multiple premium promotion requiring a UPC redemption, poses problems in both Kansas and Wyoming. Kansas and Wyoming have specific trading stamp laws which prohibit the redemption of UPCs (or other "trading stamp" devices) for multiple items in one offer, if these items are not manufactured by the company advertising or promoting the premiums. These laws allow promotions using UPCs to redeem one item not manufctured by the company offering the premium. The "multiple item" promotions are promotions that may include various styles of T-shirts, sweat pants/sweat shirts, assorted watches, etc.

Whenever Philip Morris is offering multiple premiums (more than one item not manufactured by Philip Morris) in a national offer or in an offer running in Kansas and Wyoming, the order form must include one of two statements:

1. "Offer void in Kansas and Wyoming and wherever else prohibited." or,

2. "Residents of Kansas and Wyoming need not submit UPCs."

Which statement used depends on how the client wants to handle the promotion in Kansas and Wyoming. Of course, as you are well aware of, this is not the only language that is needed on an offer order form.

Please call if you have any questions.

Kathy Ring

Kathy Ring
x4927

/eg

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Source: https://www.industrydocuments.ucsf.edu/docs/rfwb0003